

Chang, Lisa

From: Chang, Lisa
Sent: Wednesday, March 23, 2016 9:51 PM
To: Wright, Garth
Cc: Murchie, Peter
Subject: FW: further expansion of What's Upstream Campaign
Attachments: A354E1CF-2D7B-434A-88A7-52B04C311AE1[33].png

Garth,

Can we meet soon to talk about a new twist on the Whatsupstream campaign that the subawardee would like to pursue? It sounds like they are simply trying to more precisely target their current campaign, but I am concerned that the methods they would use (developing lists of people who have signed petitions in the past) may come closer to crossing the line on grant T&C. See below.

I will send you a meeting invitation.

Lisa

From: Dietrich Schmitt [dschmitt@nwifc.org]
Sent: Wednesday, March 23, 2016 5:06 PM
To: Chang, Lisa
Cc: rnorman@nwifc.org
Subject: FW: What's Upstream Campaign

Hi Lisa,

I have been provided more detail on change.org<<http://change.org>> and the services they provide- this is proposed new work that I was concerned may have represented a change in scope from task 2 of the FY 2014 workplan. I thought it would be most useful for you to review the communication exchange to understand the change.org<<http://change.org>> services. My initial assessment is that this does not constitute a change in scope. When you have had a chance to review let's discuss.

Thanks,

Dietrich

From: Matt Davidson [mailto:mattd@strategies360.com<mailto:mattd@strategies360.com>]
Sent: Wednesday, March 23, 2016 4:08 PM
To: Dietrich Schmitt <dschmitt@nwifc.org<mailto:dschmitt@nwifc.org>>
Cc: Larry Wasserman <lwasserman@swinomish.nsn.us<mailto:lwasserman@swinomish.nsn.us>>; Jeff Reading <jeffr@strategies360.com<mailto:jeffr@strategies360.com>>
Subject: Re: What's Upstream Campaign

Dietrich,

That's essentially the summary of the campaign. A statement on the issue is sent to like minded individuals who can choose to support our issue. If they do support us, we'll get access to their contact information. We will then leverage this to do a data match on social media to target them in a non-intrusive capacity. This will drive them to the website where they can choose to send a letter in the same capacity we have already been doing. It's just a more targeted way of reaching the individuals most likely to be engaged and interested in this issue.

Regards,

Matt D.
[cid:E8FF1544-7C31-49B7-BACA-08F526FC06AD@strategies.corp]

Matt Davidson
Senior Vice President
Digital Marketing Group
Strategies 360
1505 Westlake Ave. N., Suite 1000
Seattle, WA 98109
T 206-282-1990
C 818-599-7327
www.strategies360.com<<http://www.strategies360.com/>>

On Mar 23, 2016, at 4:05 PM, Dietrich Schmitt <dschmitt@nwifc.org<<mailto:dschmitt@nwifc.org>>> wrote:

Thanks for the quick response.

So let me summarize my understanding. Strategies submits media materials messaging, i.e. those developed through the whatsupstream effort and petition statement (which may or may be used for some future "actual" petition) to change.org<<http://change.org/>>. The change.org<<http://change.org/>> website then uses information to match other past visitors to the website with like-minded individuals and then sends the media content including the petition statement to this pool and a subset of respondents indicates they are supportive and then their contact information is shared with the campaign. So website essentially perpetuates its existence by building contact lists. Which allows for very targeted campaigns.

Is this the correct understanding?

Dietrich

From: Matt Davidson [<mailto:mattd@strategies360.com><<mailto:mattd@strategies360.com>>]
Sent: Wednesday, March 23, 2016 3:26 PM
To: Schmitt, Dietrich <dschmitt@nwifc.org<<mailto:dschmitt@nwifc.org>>>
Cc: Larry Wasserman <lwasserman@swinomish.nsn.us<<mailto:lwasserman@swinomish.nsn.us>>>; Jeff Reading <jeffr@strategies360.com<<mailto:jeffr@strategies360.com>>>
Subject: Re: What's Upstream Campaign

Dietrich,

It was great getting the chance to connect today.

I wanted to follow up on the opportunity that currently exists to increase our campaign results with a [Change.org](http://change.org)<<http://change.org/>> campaign. With this network, they conduct thousands of petitions and have millions of individuals in their database who have signed on for various initiatives. For example, someone who has signed a prior petition for environmental protection and who lives in Skagit County, could create a great opportunity for us to engage

with. We can then quickly build up a list of supporters that show a strong level of interest in our cause. We can then use this list to message our supporters through social media to go to the What's Upstream website to contact their legislators. I want to stress that this is an exercise in list building so that our campaigns can be more targeted. This is simply an extension of what we've already been doing. In no way will we be presenting a petition to any legislative body at any time.

I hope that helps to clear up any confusion that may exist but please just let me know if there are any additional questions I can help to answer. Thanks!

Regards,

Matt D.

<image001.png>

Matt Davidson
Senior Vice President
Digital Marketing Group
Strategies 360
1505 Westlake Ave. N., Suite 1000
Seattle, WA 98109
T 206-282-1990
C 818-599-7327
www.strategies360.com<<http://www.strategies360.com/>>

On Mar 23, 2016, at 2:29 PM, Schmitt, Dietrich <dschmitt@nwifc.org<<mailto:dschmitt@nwifc.org>>> wrote:

Got it.
thx

On Wed, Mar 23, 2016 at 1:23 PM, Larry Wasserman
<lwasserman@swinomish.nsn.us<<mailto:lwasserman@swinomish.nsn.us>>> wrote:
Will call at 2:45

Sent from my Verizon Wireless 4G LTE smartphone

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Dietrich Schmitt
NWIFC Salmon Recovery Projects Coordinator
6730 Martin Way East
Olympia, WA 98516

email: dschmitt@nwifc.org<<mailto:dschmitt@nwifc.org>>
phone: 360.528.4339